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HYPONEX ADVERTISING REACHES 52 Million Readers Every Month

HYPONEX
Grows Better Plants Faster
In SOIL, SAND or WATER

Simply dissolve and water all your houseplants, garden flowers, vegetables, shrubs or lawn. Produces stronger plants, more and larger flowers and fruit. Excellent for starting seedlings, cuttings, transplants. Clean, odorless. Won't burn foliage or roots if used as directed. Contains all nutritional elements complete and balanced—plus vitamin B1—Instantly available. Results sure.



If your dealer can't supply you send \$1 for 1 lb. can postpaid. Makes 100 gallons

HYDROPONIC Chemical Co., Inc. Copley, O.

... Such Sales Cooperation is Building
REAL PROFITS for Dealers ---

Each month the selling power of millions of HYPONEX advertising impressions in national magazines, horticultural papers and seed catalogs is building a tremendous consumer acceptance . . . HYPONEX, as a counter-package plant food, is the fastest selling item of its kind on the market today . . . It is bringing **REAL PROFITS** to dealers by its steadily growing sales volume to new users and to customers who come back again and again for more.

**HYPONEX advertising is
scheduled monthly in
these magazines—**

Saturday Evening Post
Better Homes & Gardens
American Home
Good Housekeeping
House & Garden
Popular Gardening
Flower Grower
Sunset
Holland's
Farm Journal
American Nurseryman
Florists' Review
Florists' Exchange
Florists' Telegraph Delivery News
Telegraph Delivery Spirit
Seed World
Southern Florist
Pacific Coast Nurseryman
Canadian Florist
Hardware Retailer
—and in millions of
seed catalogs issued
by jobbers and seed houses.



**Thousands Wanting To Buy
HYPONEX Will Bring Profits
To YOU . . .**

Results give the measure of HYPONEX value as a balanced Plant Food . . . Thousands of users in all parts of the world have seen astounding plant growth take place in a few short weeks of feeding clean, soluble HYPONEX dissolved in water . . . Thousands more are hearing and reading about its use and success in producing sturdier plants, bigger flowers and vegetables, thicker, greener lawns, healthier trees and shrubs . . . They want to buy HYPONEX from their dealer—and you can cash-in on this profit opportunity if you stock and display it.

**Advertising and Sales Helps Ready to
Bring Customers to Your Store . . .**

Electros of the HYPONEX national advertisement without our name are available for dealer catalog use. Also we can supply mats of the same ad in 2-column newspaper size for dealer's local use. Display banners and colorful display cards for counter use as well as advertising folders are packed in with each case of HYPONEX. No charge is made for these materials.

HYPONEX is Manufactured by HYDROPONIC Chemical Company, Copley, Ohio, U.S.A.

These RESULTS Tell the Story . . .

HYPONEX Brings Amazingly Quick, Healthy Plant Growth . . .

Here are reproductions from a few of the hundreds of photographic records made of HYPONEX results. A study of comparative plants, revealed by the insets, shows the remarkable effect of HYPONEX feeding. Quick, sturdy growth comes to plants raised in soil, sand, water (hydroponics) and even cinders because HYPONEX is ALL FOOD properly balanced to nourish correctly every part of the plant — root, stock, foliage and fruit. With seedlings and cuttings in sand culture tests have shown HYPONEX feeding gives highest percentage of seed germination and virtually eliminates damping off; it produces quicker, healthier root growth with resulting plants less liable to various ills. With HYPONEX no tank storage of fertilizer is required. It is not hydrosopic and never becomes pasty or damp in the humid conditions of the greenhouse. It is clean and odorless, dissolving without sediment when added to water. It is economical because normal feeding requirements call for but one ounce of HYPONEX to 6 gallons of water.

Growers and Horticultural Magazines Praise HYPONEX . . .

Many articles have appeared in such magazines as Florists Exchange telling of the remarkable experiences growers have had with HYPONEX. Growers themselves have written in telling of HYPONEX value to them in the production of seedlings and plants. One such report given by Thimm Brothers, Inc., Roslyn, N. Y., and which appeared in a magazine article, says in part: "Benches were filled with clean, washed sand. Seeds were sown in rows and watered with HYPONEX at the rate of one teaspoonful to 4 gallons of water. With every item sown the germination was practically 100% with no damping off . . . Feeding solution of HYPONEX was applied 3 times weekly after seedlings had started. Such feeding actually produced far heavier root systems than in soil . . . Millions of plants have been produced in Thimm's greenhouses by this system."



These Mums shown growing in Thimm Brothers' Greenhouse Roslyn, Long Island, were raised entirely by HYPONEX feeding in soil that was not changed nor sterilized. Mr. Curt Thimm reported that these plants were better than average and produced a heavy cutting of excellent flowers.

Comparison of Peanut Growth . . .

Showing excellence of root growth and heavier yield, this illustration of peanut plants gives positive proof of HYPONEX value. Plant shown at left was grown in sand and fed exclusively with HYPONEX. Plant at right, same age, was grown in soil and fed with a commercial fertilizer. HYPONEX fed plants show the results of proper feeding through better developed root systems. Such root systems produce better stocks and foliage and thus make the plants more prolific in blossom and fruit bearing.



☼ **HYPONEX Does Not Burn . . .** Feeding plants with HYPONEX is relatively simple because of its safety. It is readily soluble and may be applied with sprinkling can, or by a "HOZON" applicator where large areas or beds are to be fed by means of the regular



THIMM BROS., INC.
FLORISTS

TELEPHONE 2337 GARDEN CITY

Hydroponic Chemical Co.,

ALBERTSON, L. I. 194

Gentlemen:

In reply to your inquiry regarding the results we have obtained through the use of your product HYPONEX, we are pleased to report as follows:

We find that HYPONEX gives us better results than any other completely soluble plant food we have used. Prior to government regulations restricting the use of HYPONEX for vegetables only, we were using it on plants from the seed planting period through the entire life cycle of the plant, including seedlings, cuttings, transplanting and general feeding. However, during this past spring we have confined the use of HYPONEX to vegetable seedlings and transplants.

SEEDS— Instead of using soil as a medium for growing seedlings and using plain water to furnish moisture and to release the food elements from the soil, we now use clean sand (washed free of soil or clay) and feed HYPONEX to the plant according to your directions—one quarter teaspoonful per gallon of water. This sand culture method has several advantages over the old soil culture method. In the first place clean sand is free from disease elements, permits ample air penetration, therefore retains no excess moisture which eliminates damping off. By this method we are consistently getting one hundred percent germination of all types of seeds.

SEEDLINGS— After seeds sprout we increase the concentration of HYPONEX to two teaspoonfuls per gallon of water and feed three times per week using plain water in the meantime. Due to the constant and immediate availability of nutrient elements in proper balance, the root system is better i.e. are longer and many times more feeding roots are produced, which of course makes a sturdy well balanced young plant. If we use soil and eliminate HYPONEX, the young seedlings grow with one main tap root with very few feeding roots. We find also that by using the sand culture method and feeding with HYPONEX, we can control the growth of the seedling. If moisture is withheld plants momentarily stop growing. This often is necessary due to labor shortage, etc. On the other hand it is difficult to control young plants growing in soil. We find also that seedlings grow more uniformly in size by sand culture method than by the soil culture method.

TRANSPLANTING— After transplanting we give an application of HYPONEX which starts the young plant growing at once. This eliminates the shock of transplanting which was usually encountered before we started using HYPONEX. Due to the fact that HYPONEX is soluble and contains all of the elements needed by the plant, roots begin to take hold without waiting for food to be made available from the soil, providing it is there at all.

In summation of this letter we want you to know that we are extremely pleased with the product. By the use of the greenhouse, or outside in the fields we save time, grow better plants, and the farmers and Victory gardeners we sell to are satisfied. We have had four years experience with the use of HYPONEX on all varieties of plants, and we find that it really does the work. In fact next year instead of growing approximately 1,000,000 transplants, we expect to double the production and use HYPONEX for growing all of them.

You may use this letter for any purpose whatsoever.

Very truly yours,
THIMM BROS., INC.
Curt Thimm, Jr. Pres.

"We find that HYPONEX gives us better results than any other completely soluble plant food we have used," says Curt Thimm, Jr., President of Thimm Brothers, Inc., in the letter reproduced above. This letter is one of hundreds received telling of amazing results from HYPONEX use.

watering system. It is equally effective on lawns, shrubs, trees and various types of plants. It can be used indoors or outdoors. It has no odor and remains in dry powder form until mixed with water in feeding solution.

PROOF—Hundreds of growing tests tell the same story . . . Here are 4 picked at random: Top—Rose geranium—left picture shows plant grown in soil, fed commercial fertilizer—right picture shows plant same age grown in sand, fed only HYPONEX. Middle picture—Tree begonia—both plants same age—left, grown in soil, fed commercial fertilizer—right, grown in sand, fed only HYPONEX. Bottom picture—Impatiens—both the same age—left, grown in soil, fed fertilizer—right, grown in sand, fed HYPONEX.



HYPONEX PLANT FOOD

STANDARD CASE PACKS..
DEALERS' PRICES...

STANDARD CASE PACK.....1 oz. packets—
Case contains 72 packets in 2 display cartons, an advertising window banner, instruction folders and a quantity of advertising literature...

Each packet makes 6 gallons of liquid plant food... Retail for 10¢.

Shipping weight..... 9 lbs.

Retail Price..... \$7.20

DEALER'S PRICE..... \$4.80

STANDARD CASE PACK.....3 oz. cans—

Case contains 36 cans, retailing for 25¢ each, colorful display card for counter or window, advertising banner, instruction folders and a quantity of advertising literature...

Each can makes 18 gallons of liquid plant food...

Shipping Weight..... 12 lbs.

Retail Price..... \$9.00

DEALER'S PRICE..... \$6.00

STANDARD CASE PACK.....7 oz. cans—

Case contains 24 cans, retailing for 50¢ each, advertising display banner, instruction folders and a quantity of advertising literature...

Each can makes 42 gallons of liquid plant food...

Shipping Weight..... 14 lbs.

Retail Price..... \$12.00

DEALER'S PRICE..... \$8.00

STANDARD CASE PACK.....1 lb. cans—

Case contains 12 cans, retailing for \$1 each, advertising display banner, instruction folders and a quantity of advertising literature...

Each can makes 100 gallons of liquid plant food...

Shipping Weight..... 16 lbs.

Retail Price..... \$12.00

DEALER'S PRICE..... \$8.00

DRUM PACKS.... Drums individually packed

10-lb drums... Retail Price...\$8.00...Dealer's Price....\$5.35

Shipping weight.....12 lbs.

25-lb drums... Retail Price...\$15.00..Dealer's Price....\$10.00

Shipping weight.....29 lbs.

50-lb drums... Retail Price...\$25.00..Dealer's Price... \$16.66

Shipping weight.....55 lbs.

100-lb drums..Retail Price...\$40.00..Dealer's Price... \$26.67

Shipping weight..... 107 lbs.

(Commercial Growers' prices same as Dealers' Prices above)

Distributed by—
RAYMOND A. FLECK, INC.

1042 ALLENGROVE STREET
PHILADELPHIA 24, PENNSYLVANIA

